

THE **Quill**

**A MAGAZINE FOR
WRITERS, EDITORS,
AND PUBLISHERS**

Education for Journalism

By Vernon Nash

Something for Nothing

By George A. Brandenburg

In Defense of Promotion

By Robert E. Segal

Puff! Puffers! Puffery!

By Forrest Allen

Riding a Hobby to Profit

By Victor Green

Some Scoops Are Luxuries

By L. B. N. Gnaedinger

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As They View It

In the United States

MANY swan songs are sung for the present day reporter with despairing moans for 'the good old days.' I belong to that remote era and would like to sob, too, but the tears would be crocodilian. The modern newspaper story is 10 city blocks ahead of those of 20 years ago.

"And that goes for the Sun in the days of Dana. The reporter today not only has a better style, a sprightlier perspective, but assembles facts more expertly. He also works under greater pressure and is more reliable. The hard drinking scribe is out like a light.

"It is true old-time reporters such as Will Irwin, Irvin Cobb, Albert Payson Terhune, Frank Ward O'Malley, Don Clarke and others have gone to bigger literary endeavors, bless them, but it is equally true reporters in the last 10 years are doing even bigger things.

"Fifty per cent of Broadway's successful plays, spectacular movies and talkies and current best selling novels are being written by men and women reporters of only a few years ago. Two of the ablest theatrical producers and the head of the biggest film company are in this illustrious list.

"Schools of journalism—those of us who began running copy may shrug all we like—are turning out a higher grade product, men and women with better educational equipment and worthier ideals. Too many of us in 'the good old days' were more interested in loose Saturday nights than reporting.

"The journalistic school cub knows more about the game when he yanks his first doorbell than the old-time cub could learn in a year. The 25-year-old managing editor is no longer 'the boy wonder' in the newspaper or magazine field, and I don't want to hear any more about it."—O. O. McIntyre, in "New York Day by Day," McNaught Syndicate, Inc.

In England

AT the risk of being charged with developing the middle-age complex towards youth I am going to assert that, generally speaking, the young journalist of 1930, as I have met him, is not more efficient than his predecessor of pre-war days.

"I am not forgetting that formerly I looked at the matter from the provinces, today from Fleet Street. In both generations I have met brilliant youngsters; you will find them in every generation. They worked with me as juniors and, sooner or later, were snapped up by newspapers in London or Manchester who were always on the lookout for the description writer who could say things differently. Now I see them coming up to the 'Street.' They are generally precocious—but so were the others.

"Ruling these brilliant youngsters out, I have come to the conclusion that the pre-war junior, and more particularly the one who started in the earliest years of this century, had a better grounding in the conduct of affairs of everyday life than he gets nowadays. The men above him paid more attention to him, pulled his copy about, a little reluctantly at times, perhaps, but nevertheless they went to the trouble of showing him how it should be done. He was usually a pretty good shorthand writer, a qualification which, though not essential, is a very important asset even in these days where engagements are handled rather differently. Today it is sadly neglected.

"On the other hand, the 1930 junior has more confidence, and, generally speaking, has a better presence. These two things do count for something. Also he has rather more *flair* for writing and the papers give him his head in this direction in a way that was unheard of in the 'nineteen noughts.' But for facts, give me the youngsters of my time!"—A. Curthoys, editor of the *Daily Sketch* in the *Journal of The Institute of Journalists*.

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In Defense of Promotion

A Promotion Manager Discusses the Various Phases of This Branch of Newspaper Work

By ROBERT E. SEGAL

WHAT of the ambitious young newspaperman who aspires to great journalistic undertakings and achievements and finds himself projected into the midst of the varied activities of a newspaper's promotion department?

Will he fly eventually in horror from this strange world of spelling bees and marble contests, from the sticky job of wet-nursing that odious necessity—the serial story?

My answer is "No!"

The reasons for my answer fall roughly into two classifications: First, even if promotion work were confined to the brand of activities hinted at above, the promotion manager could rest assured that he would be on the van of entertaining, amusing and instructing, which, after all, are the chief functions of any newspaper today. Second, and far more important, the virgin fields of circulation promotion and advertising promotion adjoin that of editorial promotion and offer an opportunity to learn the newspaper business unequalled in any other department in the newspaper plant.

Let me elaborate.

A newspaper is something for sale. All those newspapermen who haven't by this time turned into restaurateurs, pub-

lic relationists or scientific agriculturists know that full well. The purpose of every man on every newspaper staff is to help sell this commodity, the newspaper. That goes for everyone from the old-fashioned police reporter who can "smell" a fire from the murky confines of his pressroom to the grimy-faced tyke out on the street with his bundle of late editions under his arm.

The human-interest genius, who can't ever tie his tie straight and who always forgets to shave, is helping to make a commodity for sale. His work, if you follow, is newspaper promotion. The editorial writer in the little side office, who can't sleep nights for fear the gas ordinance isn't going to pass in spite of the five columns he has given it, is helping to make a newspaper for sale. His work, too, is newspaper promotion. The fellow down on the local display staff, who makes the department store rounds day in, day out, in the hope of boosting his lineage record, is helping to make a commodity for sale. His work is newspaper promotion. So with the linotyper, the pressman, the etcher, the circulation route man, the mailer.

Far-fetched? Don't tease yourself. Every man and wom-

He Knows His Marbles

"Just what place do marble champ contests, cooking schools, baby shows, serial stories and like undertakings of a newspaper's promotion department have in modern journalism?"

This question was asked of Robert E. Segal, promotion manager of the Cincinnati Post. The accompanying interesting and straightforward article was his reply. Readers of The Quill may not agree with Mr. Segal in all his statements but they can not but admit that he presents his case well.

Mr. Segal went to the Post from Ohio State University in 1925 after one of the most active campus careers that the Buckeye institution ever had known. He was editor-in-chief of the Sun Dial, campus humorous magazine; an issue and feature editor of the Lantern, campus daily; on the staff of the Makio, yearbook; had a hand in Sigma Delta Chi scandal sheets and almost every other form of campus activity, topping it all off with a Phi Beta Kappa key.

an in a newspaper plant is working to turn out a product which will entertain, console and, please God—just a little anyway—instruct.

To keep the public interested in the newspaper's scoreboard and its writers on serious subjects, to see to it that the good will of those citizens is retained through sponsoring domestic science schools and outings for the children—these are some of the special duties of the promotionist. They may seem absurd at times; but that is because they must be striped with showmanship in order to give the citizenry the feeling that it is sitting en masse in the front row. And yet, in the final analysis, these special stunts are only, in letters writ large, the duties of all who are helping to make this product, the newspaper. Why, then, do they need any special defense? Why should not any educated person who likes people and loves to see them enjoy themselves enthuse about the the work of entertaining and instructing thousands who read newspapers?

To promote the sale of the newspaper for which I work—that is my specific job. And, somehow or other, I would rather go about my duties labeled definitely as a promotion manager than I would to go about them bent over a copy desk trying to amputate some cub's offerings or anagramming for three morons' words which will total exactly 11½ ems. Indeed, if it is true, as Heywood Broun says, that working for a newspaper is like spitting into Niagara, my idea of having a good time about it is upsetting a bucket of promotion water into the dear old cataract.

But all of us have our moments when we know that the great god, Broun, is jesting. Surely, a profession which can attract a William Cullen Bryant, a Walt Whitman, a Joseph Pulitzer, a Charles A. Dana, several generations of Bowleses, a William Rockhill Nelson, an Adolph S. Ochs, a Walter Lippmann and—mark this well—a Calvin Coolidge—is a profession worth toiling for until one's fingers bleed from pounding the typewriter. No, indeed, it is the greatest combination of hard work and downright fun any of us will be able to find anywhere. Well know the men who answer our calling that they are going to be hot on the trail of life just as it happens and as fast as it can happen. They're in the front line trenches every minute of the fight. They can't turn back. Suppose one's perspective is lost for a few years; one can come out of the battle sure that he has been sparring with reality.

But here I go promoting the business of newspapering when my assignment was to promote promoting. No, I err. It was to discuss promoting. And it's high time I was getting serious.

There is a great misconception about newspaper promotion today. Too many of us just a few years

away from the textbooks and too many of us hard at it in the editorial rooms think that newspaper promotion is confined to editorial promotion. As a matter of fact, THE field in promotion today is advertising promotion which is allied closely with circulation promotion and editorial promotion.

Advertising promotion is concerned with helping a newspaper's advertising staffs to sell newspaper advertising space. Essentially, advertising promotion is merchandising. It is the duty of the advertising promotionist to move the goods from the merchants' shelves into the homes of the newspaper's readers. This little drama is enacted to the accompaniment of a machine with a bell on it, commonly called a cash register. If that bell doesn't ring for the merchant, the show is off. And if the bell doesn't ring for the newspaper, it means that the boys and girls out in the editorial department are going to be calling the wrath of God down on the heads of the business department chiefs for wrapping a "tight paper" around their necks.

NOW do you see why promotion needs no defending? Do you catch a glimpse of that snarling geometrical metaphor, the vicious circle, gyrating about with the promotion department standing by ready to put salt on its tail, the better to make it behave like a gentleman?

So the promotionist's work today is merchandising. If the editorial department can turn out a good sheet, the advertising department has something worth while to sell because, undoubtedly, thousands of persons are going to be reading that good sheet. And those thousands of persons are going to be buying baby shoes and sugar and automobile polish and linens and macaroni and cigarettes and unmentionables which it's up to manufacturers and merchants to sell through the medium of newspaper advertising space.

Oh, it's all just too simple!

Yes, just too simple. Suppose you try it for a while. Just when you have your circulation territory plotted so that you're convinced the advertiser will be sold on selling through your paper, along comes some smarty who can prove that "thar hain't no buyin' power up thar in them mountains." And time again you prove to your prospective space buyer that your sheet is the Bible for the Van Hauts and the Astors out on the Drive, but along comes another fun spoiler to demonstrate conclusively that you can't sell Rolls Royces and silk toppers through a newspaper.

Yes, very simple. But it's the best kind of newspaper work you can trump up, especially if your heart is set on publishing a newspaper of your own some day.

The next time you have a sabbatical year use it to

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Riding a Hobby to Profit

Some of the Trials, Tribulations and Joys of Free Lancing Are Hereby Told

By VICTOR GREEN

BREATHES there a newspaper man with a soul so dead that he hasn't sat at the copy desk between editions or lounged with his scuffed shoes on the police chief's desk and dreamed of writing the Great American Novel; a wow stage play; Byronesque poetry; a rattling good short story or articles by the score?

All of these have I dreamed—and more! And to come to reality—I have written short stories, articles, jokes, poetry, essays, two chapters of the Great American Novel, "Bright Sayings of Our Children," handy-kinks and yards of other material.

I have pounded away for hours at my battered old mill after already having put in a good eight, ten or twelve-hour grind. I have suspected at times that there exists a sinister organization made up of first readers and sub-subeditors to prevent my masterpieces from seeing the black of ink.

I have had manuscripts rejected by some of the outstanding publications of the day. That is to be expected and after the twentieth or thirtieth time one becomes accustomed to it. But when first-readers pass your manuscripts from one office to another to enable more people to laugh at them—that irks. I sent an article several weeks ago to a sedate newspaper. Yesterday I got it back from a magazine of love stories!

Despite it all—I hark me back to the Alger stories I read in distant boyhood and continue to strive to succeed. I continue to mail away story after story, article after article, joke after joke. Some of them, enough to keep me at it, have been sold for those crisp, brightly tinted slips of paper that bring untold joy to a writer's heart—and help to pay the bills.

My free-lancing hobby has brought me nearly a thousand dollars and a heap of fun and experience in the time that I have been at it. Some day, by the

Spare-Time Profits

Free lancing and magazine writing is one of the subjects on which The Quill likes to present articles to its readers. Victor Green was asked to relate some of his experiences and he does so in the accompanying entertaining article. Perhaps his experiences will encourage other free-lancers to relate their success in the magazine field.

Victor Green graduated from Indiana University in 1927. He had been editor of the *Indiana Daily Student* and was awarded the Sigma Delta Chi cup as the outstanding campus journalist. Since graduation he has been reporter, telegraph editor and state editor respectively of the *Evansville, Ind., Press*; editor of the *Masontown, Pa., Journal*; editor of the *Connellsville, Pa., Daily News*; copyreader on the *Pittsburgh Sun-Telegraph* and now has his own community paper, the *Swissvale, Pa., Independent*. He has been turning out about 5,000 words weekly in his free lance attempts. He has sold to *Inland Printer*, *Boy's Life*, *Editor and Publisher*, *Author and Journalist*, the *Railway Herald*, *Popular Mechanics*, other magazines, newspapers and feature services.

trial and error method, (trial to the editors having to read the stuff and error ever writing some of it) I will Get Going!

It was in the Indiana University feature writing class, conducted in a very practical manner (so practical that you had to sell something to get a grade) by Norman J. Radder, former professor, that I learned at least the mechanics of magazine writing. If I had stuck to the trade journal writing stressed in that class I would have been better off today as far as cash returns go.

A university is one of the richest hunting grounds for free lancers existing. There are sci-

entists inventing new devices or making new discoveries, a library with all kinds of lists of markets and a publicity department usually more than willing to provide pictures.

A locomotive whistle invented by a professor gave me an article that sold to a railway magazine and was reprinted in *Literary Digest*. A story on editing and printing the campus daily at the state fair sold to *Inland Printer*. There were other smaller magazine and newspaper articles, enough so that in my last year at school I could sell an article on writing articles at college. Then there was "ghost writing" for a professor that netted me good summer vacation money.

It takes effort, but I believe that the surest way to sell an article is to go after the material. Every person that tries free lancing has a certain amount of material come to him, especially if he is in a newspaper office. There are pictures that will sell to news and feature services and some magazines and other material that can be rewritten for magazines. But when you really go after the material yourself you have a better chance. I got a tip from a newspaper about a new form of plow. I couldn't do anything

with the newspaper story as it was but I went to the inventor and got much more material and pictures. The resulting articles have sold to two magazines and I believe will sell to a third. The pictures for the two magazines were different, of course, and the articles written from entirely different angles for the different publications.

An article about "zebroids," a cross between the horse and the zebra, sold to a farm magazine. A manuscript that had been in the family for a half century, which told of two pioneer families making their way to Indiana, was boiled down and made a three-part article for another farm magazine. One angle of the Indiana limestone industry, with plenty of good pictures, sold to a farm magazine. An article and pictures of a 105-year-old woman adopted by Boy Scouts sold twice. A story about the world's largest goldfish farm brought a fair check, as did an article about basket weavers in the famous Brown County, Indiana, home of Kin Hubbard's Abe Martin.

Then I have acted as correspondent for papers in large cities and news services. When a story broke that was of especial interest for a distant city I would rush it to a paper there and sometimes get a check.

If it takes only a short time to prepare a story, or if it would fit into any of several magazines, I fire away without querying the magazine. But if it could apply only to that magazine, I almost always send a note asking if the editor is interested.

I have been writing jokes with fair success for the last year or so. One joke magazine each month sends me a specification sheet on the next month's subject and I have been selling it one to five or six jokes a month. Recently I decided to try other magazines and typed all of the best ones that I had filed away if they didn't fit the subject assigned. *College Humor* took one of the bunch and the rest, spruced up a bit, are off to another magazine. There are about 30 markets for jokes, as far as my list goes, and that ought to keep one person busy.

It is presumptuous, I know, for anyone of my little experience to tell the "how" of writing, but this might give someone an idea or so.

Let us suppose that we start without any ideas or tips or material. We read in a manuscript market list (an almost indispensable "tool") that So and So Magazine wants technical articles not over 1,500 words dealing with printing and allied subjects. And by the way, the number of words wanted is very important—you can't sell a novel-length article to a trade journal if it is the best novel-length article written.

We go to the best print shop in the city. Talk to the owner. He's puzzled over what to give us ma-

terial on, but willing to talk. He tells us about some of the jobs he has done. Maybe there's something there. Maybe not. Then, off-handedly, he mentions that one of the things that seem so silly to him is that printers who spend their lives selling printing don't use it themselves. Now! That's something. He shows us sample after sample of printing that he has done to advertise his own business. We convince him that the publicity will be worth enough to him to provide us with pictures of himself, his shop and samples of his work. Now we have something.

Which brings us up to the preparation of the manuscript. Any feature writing book will explain the mechanics of it—heavy paper, good typewriter ribbon, double spacing, address and number of words of the article on the first page, return envelope, not just stamps, brief or no letter to the editor, etc., etc.

Now that I have all this off my mind, I find myself aburning to follow my own advice. I'm off to see that printer we talked about.

Newspaper Men as Diplomats

The United Press has compiled the following list of newspaper men who have been appointed by President Hoover for diplomatic service abroad:

Walter E. Edge, of New Jersey, who began life as a printer's devil and became owner of the *Atlantic City (N. J.) Journal*, is the Ambassador to France.

Henry W. Shoemaker, president of the *Altoona (Pa.) Tribune*, is U. S. Minister to Bulgaria.

Edward E. Brodie, editor of the *Oregon City (Ore.) Enterprise*, is Minister to Finland.

Ralph H. Booth, trained on the *Chicago Tribune*, once editor of the *Chicago Journal* and now president of the Booth Publishing Company, of Michigan, is now Minister to Denmark.

Alexander P. Moore, deceased, who rose from cub to proprietor of the *Pittsburgh Leader*, was transferred from the post of Ambassador to Peru to Ambassador to Poland.

Charles C. Hart, former reporter of *San Francisco Call*, later Washington correspondent for the *Portland (Ore.) Oregonian*, was appointed Minister to Albania by Mr. Coolidge, and Mr. Hoover has made him Minister to Persia.

Loan Funds for Students

Two student loan funds for women in journalism are now operative at Ohio State University. One was provided by the scholarship group of the Columbus Woman's Club, and the other by the alumnae of Theta Sigma Phi, woman's journalism honorary society. Loans of from \$50 to \$100 may be made to recommended students.

Some Scoops Are Luxuries

This Reporter Wouldn't Beat the Opposition Again—Not Under the Same Circumstances

By L. B. N. GNAEDINGER

This is the fifth of a series of articles in which active newspaper and magazine writers have related experiences which would fit under the general heading of "I Wouldn't Do It Again." Other articles of similar nature are to follow in future issues. The editors of *The Quill* will be glad to receive articles for this series.

THIS is how I was demoted for putting over what was admittedly a beat.

Montreal, while not a metropolis, is an important secondary American financial center. To cope with this situation, there are three newspapers printed in English and several more printed in French. Of the English papers, there is the *Gazette*, a morning paper, considered a trifle snooty by the afternoon opposition. The opposition consists of the *Star*; there is also the *Herald*; but it is reputedly kept alive by the *Star* management in order that the afternoon field may appear too crowded for the issuance of another Canadian Press franchise which might bring with it real competition.

Hence, paradoxically enough, when I worked there the race for news in the financial field was between the *Star* and the *Gazette*. This race was keen but quite dignified. Both sides knew enough to let sleeping dogs lie but they went to some exertion to come out first with such apparently modest items as annual reports of corporations. As there were then only about twenty companies of a size large enough to make an impressive annual income account, there was more point to this contest than would be apparent to the outsider at first glance. Newspapers in larger cities might print twenty such reports in a day instead of a season, but size is relative.

A minor reportorial experience leads up the main incident on which this theme is based. The time for the annual meeting of an important steel com-

pany rolled round and there came to town its president, who may be known here as Tom Cotton. Unlike some industrialists in that part of the world, Tom considered himself a producer of steel rather than an economist, publicist, patron of the arts, or candidate for an order of knighthood. It was midwinter, but I found Mr. Cotton in his hotel room eating breakfast in his shirtsleeves. He was surrounded by a group of secretaries and minor officials, one of whom suggested that the press should not discover Mr. Cotton thus partly undressed. But Mr. Cotton said he couldn't be bothered.

I began with a few questions I thought would bring out suggestions from Mr. Cotton which, if adopted generally, would put the steel business on its feet; as usual, it was off its feet at that time. Mr. Cotton told me most frankly what he thought of my ideas. I finally suggested that I might at least make good as a waterboy in one of his plants. "I doubt whether you could even do that," replied Mr. Cotton as he finished the bacon.

These amenities over and the interview concluded, Mr. Cotton remarked that he would be able to deter-

mine from the next edition of the *Star* whether I had been able to grasp the straight facts of the steel business and I replied that not only he but several thousand others would be able to do the same thing. As far as I know, he never complained he was misquoted.

A few months later a fresh-water steamship line held its annual meeting. This company had always held out its report for the *Gazette*, but, nevertheless, I, in the flush of youthful ambition, determined that this significant document should first see the light in my own bread factory. On entering the board room, I was heartened by seeing my old friend Tom Cotton, who, in accordance

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Scoops on Wall Street

L. B. N. Gnaedinger, who wrote "Some Scoops Are Luxuries" for this issue of *The Quill*, is the senior reporter in length of service with the Financial Bureau of the *New York Times*. He has been with the *Times* for four years and in newspaper work and out for the last 10 years. He is said to be the only living man to have had two top head financial stories published on the front page of the *Times* on a day following an election. He has achieved a number of scoops on financial stories of importance. Mr. Gnaedinger holds a degree of B. Lit. from Columbia University. He has written a number of interesting and informative articles for *The Quill* in the past and has promised to follow with some others.

Puff! Puffers! Puffery!

An Outspoken Critic Suggests That Newspapers Practice What They Preach About Publicity

By FORREST ALLEN

EDITOR'S NOTE

Here is a strong denunciation of the way in which some newspapers handle their special sections. The editors of *The Quill* do not entirely share the author's animus for such sections. They may be useful. They may contain legitimate news. But undoubtedly they are abused. Author Allen has used vigorous language in condemning the abuse and the editors have seen fit to retain his tone, with some modification.

FOR the most part, the current palaver about publicity and the press is specious.

Like orators discussing war and peace, newspapermen spout pretty phrases—away from home. But what is the specific, the detailed, the concrete? In short, what about the situation in their own backyards? What about the puff tournament?

They prate about the reams of publicity matter that flow into their offices from public relations counsels, from publicity bureaus and departments, from press agents. They rant about the stuff that these individuals would have them place in their columns gratis. They boast of how they file it in the wastebaskets. But how about the stuff they shovel into their columns themselves?

For example, take the two newspapers in a certain Wisconsin city. One boasts that it is home owned and home edited, the other describes itself as "a fact-finding newspaper." One proclaims itself the "people's" paper, while the other oozes Republican sweetness and light.

But is there any difference between the two in the matter of puffery. Not a frog hair's difference. Both of them are literally crammed with pure advertising bunk dressed up with legitimate news headlines.

In the space of little more than a month, some time ago, these two beacons of truth cast their inky rays on oil-burner sections, food preservation sections, drug store opening sections, new street light section, homecoming sections, etc., etc. Meritorious civic enterprise? Bah! Every single one of these so-called special sections was stagnant with spurious news. And, of course, filled with plenty of advertising.

Any man who ever has mixed a pot of paste or plunked the blackened keys of a battered mill knows the game. But do the bigger barons talk about

it? Not in a very loud tone of voice. They usually content themselves in their publicity speeches to platitudinous hokum about the "bigger" problems, about Ivy Lee or this Shearer person.

Meanwhile the game goes merrily on. The advertising manager reads in a trade journal that the *Palooska Gazette* had tremendous success with a polish-up-the-front-door-knob section, thereby boosting the *Gazette's* lineage to a new high. A strange and determined gleam appears in the ad man's eye. His paper shall have its brighter door knob section.

They're off! Hardware men, dealers in metal polish, makers of doormats, contractors, architects, fuel dealers, drug stores, banks, anyone by the wildest stretch of the imagination interested in shiny door knobs, is doubly besieged. First come the insistent ad takers. These are the contact boys. Following closely on the heels of these hot-shots the cub puff-getter comes. This is high-pressure work. We can not be so slow as to wait for the puff stuff to drift into the office under its own power. My, My, No! Go out and get it. Talk it up. For a three by four space the merchant can have a nice little four-paragraph yarn under a twelve head. If he takes something more generous perhaps he will get half a column with a fancy two-column feature head. The copy desk is instructed to get the firm name in the headline, and the story outdoes automobile copy in superlative gush.

The *Bugle*, say, brings out the section. The dealer turns hastily to his own story, reads it and wonders if it is worth the money. The housewife takes the section and puts it to the more practical use of wrapping up the garbage. The advertising manager of the *Moon* reads it and gets to work. Hot contacters are dispatched to the scene of action. The *Bugle's* puffs are clipped and given new headlines. And the next day the *Moon* brings out its own door knob section,

showing that it is not to be outdone in civic enterprise by the opposition.

Does either newspaper gain respect in any direction by this sort of pollution of its news columns? I think not. The merchants have grown to despise the very words "special section." Quantities of readers hold the integrity of the sheets in contempt because of the practice. Aside from the dealers, the copy desk men, the operators, and the proof-readers, I doubt very much whether anyone reads a line of either puffs or ads.

Not only is the shabby practice costly in items of reader respect and reader interest but it aids and abets the advertiser's feeling that the news columns are just as available to him as the advertising space. Thus puffery does not confine itself to special sections. It drips its slime over the pages of nearly every issue.

Business offices are permitted to crowd legitimate news clear out of the paper to make room for red-hot "stories" on the hanging of a new flower basket in Blank's better drug store, where "a nickel spent in Hootsville stays in Hootsville," or all about Hank Banks, "the man who believes in Hootsville's future," and his colossal idea for a new subdivision.

FOR more than a month now the front page of paper No. 1 in this city of which I write has been regularly decorated (including practically every Sunday) with a four-column cartoon feature, Hootsville's Hall of Fame. The writer and artist getting up this feature are paid for their efforts by the poor suckers who get the "glory." This bit of slop is "must," and no fooling. On the night that Clemenceau died, with the printers grinding out columns of live news, the Hall of Fame took up about three-fourths of available space on page one. Still more valid news matter was crowded into the wastebasket on the same occasion by a Santa Claus story emanating from the ballyhoo office of a merchant's association.

It is not my intention to convey the impression that the second paper is any less abusive of its readers' confidence. I cite the first merely to show that regardless of political or social views, bitter competition from an opposition paper will lead an editor into dark and devious paths. To my mind the saddest aspect of the situation here is that the editor of paper No. 1, who is worthy of respect in many ways, should be losing the respect of his own men because of this flirtation with Mammon.

The straw that came dangerously close to breaking the back of some of the boys was an incident occurring a short time ago. One of the large department stores was holding a

corset demonstration. An "expert" handed out a canned interview dealing with the beneficial effects of corsets. On the same day that this puff crossed the city editor's desk, a state health officer relieved his mind of a few pointed remarks about the harmful effects of corsets.

If you bet on the health officer story you lose. It hit the wastebasket with a terrific crash.

A regular perusal of Wisconsin dailies leads me to believe that this condition is suffered in most communities. The boys that are working the Hall of Fame racket are making a go of it all over the land. As far as I am able to learn the only excuse for this malpractice is that competition forces it upon hard-pressed editors and publishers.

Perhaps if newspapers were to be trusted in their agreements one with the other, I have been told, the whole business could be discarded. But how in the world can you expect editors and publishers to be honest with one another when they are so dishonest with their first interest, the readers?

The Book Beat

THE COUNTRY NEWSPAPER AND ITS OPERATION, by James Clifford Safley. D. Appleton and Company, New York. 1930. Price \$3.00.

From 19 years of newspaper experience, seven of them spent as publisher of a county seat weekly, Mr. Safley, present city editor of the Hollywood, Cal., *News*, and former publisher of the *Idaho County Free Press*, Grangeville, Idaho, has gleaned the practical information that he has gathered into this book.

"This volume," he observes in the preface, "is designed as a guide for a course in country newspaper work in schools of journalism, and as a handbook for editors and publishers of country newspapers. In it an attempt has been made to cover the entire field of country journalism, with emphasis upon the adequate and dignified presentation of community news."

The writer certainly has compiled a handbook. He need not have termed it "The Country Newspaper and Its Operation" as he did for the text would apply to the urban as well as the country press. It is a complete course in journalism in itself.

The volume contains 38 chapters ranging from the subject of writing personals, briefs and obituaries to sports, publicity, libel, auxiliary press service, the selection of locations, newspaper valuations, financing a newspaper and other kindred topics.

In style, the text is concise, crisp and direct. It makes a good addition to any journalistic library and should prove popular as a text and handbook.—R. L. P.





Education for Journalism

By VERNON NASH

From Distant China Comes This Assistant Professor's Views on a Much Debated Topic

MANY persons have a conviction, secret or avowed, that they could have made better lawyers of themselves than anyone at present engaged in the legal profession. Others have a similar feeling about physicians; very many think they could improve upon clergymen. But virtually everyone admits that they could do a better job of producing newspapers than any editor whose publications they read.

Like most illusions in life, there is a reasonable basis underlying this idea. The journalist confronts a genuinely impossible task. Given an artistic taste and a thorough grounding in physics and mathematics, a man may become a fairly successful architect while remaining totally ignorant of other phases of human knowledge. Similarly, with almost all other professions, a man need master only a limited range of subject matter. What knowledge he possesses beyond that adds to his culture and helps him to live a fuller life but only incidentally, or in a supplementary way, adds to his success in his vocation.

On the other hand, the particular technique which a newspaperman must have is comparatively even smaller. The things which a journalist must know how to do are remarkably few in comparison with the varied skills required in all the other great professions. Please note my emphasis upon the word, technique. But when it comes to the matter of knowledge, judgment, experience, there is no other task, in my opinion, which makes such wide and deep demands upon the critical faculty. As former Dean Williams of the school of journalism of the University of Missouri was wont to say, the editor must know enough law to judge whether a lawyer is a "shyster" or not, enough medicine to expose the "quack" doctor, enough theology to walk with assurance in the midst of orthodoxies and heresies.

In the average day's work of most editors arise problems for decision which in turn require for their proper handling a thorough knowledge of sociology, economics, political science, the natural sciences, and so on. Someone has said that the only well-trained editor, not to speak of a perfect one, would be a person with the Encyclopedia Britannica tucked snugly away between his ears. Since this is obviously impossible, publishers meet the problem in two outstanding ways. Newspapers with great financial resources have upon their staffs, either as full-time workers or upon call, specialists in all the broad fields of human knowledge. Others maintain complete reference libraries. Smaller publications, unable to do either, depend upon syndicate services and their scissors.

BUT not even the availability of all these resources can save the newspaper from error, or from what is almost as bad, statements or decisions which a considerable number of its readers in each instance believe to be erroneous. The editorial staff of a daily newspaper must act quickly in most instances and, even where authorities can be consulted, there is the inevitable choice among authorities. Such material "gets by," as a rule, with all the readers of a publication save those having some special knowledge in the field involved.

It is my belief that the popular saying "You can't believe what you read in the newspapers" arises chiefly out of this dissatisfaction of readers with the treatment of subjects in which they have a particular interest or exceptional understanding. Incidentally, most persons do believe most of what they read in the press, as any cursory conversation with your friends will reveal.

The one observation concerning the press on which there would probably be almost universal agreement is that it has extraordinary power for good or ill, in our modern life. There would probably be almost as general assent, therefore, to the assertion that all journalists should be as well educated as possible. Even editors themselves admit it, so that must make it practically 100 per cent. In our complex modern civilization, manifest evils and maladjustments arise not so much from bad motives as from muddled thinking and ignorance.

The serious differences of opinion appear when we approach the problem of the character of this educa-

tion. Should it be technical or general, extensive or intensive? Can a prospective journalist obtain much in colleges and universities, or must he educate himself? Is it better to learn technique in a trade and professional school or should he spend all the time possible in his school days on an academic program and then learn the newspaper business as a working newspaperman?

CERTAINLY there is too much generalizing from a few instances. A managing editor has employed one graduate of a school of journalism and he was a "flop," therefore such institutions are worthless. It is a more scientific procedure to investigate the record of the alumni of the better schools. It seems to me to be difficult to make such an investigation without being forced to the conclusion that, all other things being equal, graduates of schools of journalism move upward more rapidly in the profession. The institutions are still too young for us to say with any assurance that they will go further. The first alumni, of whom there are very few, are just now reaching middle age.

Out of this score of years of experience, it seems safe to assert that where young people seek to enter the profession by way of schools of journalism, the task of developing novices into experts is thereby divided among their tutors and the various employing editors under whom they afterwards work. Much lost motion and grief is spared where a person enters a task knowing even a little about it, and it is probable that many a promising beginner is saved to the profession who would otherwise quit either in disgust at himself or in resentment at his superiors if he begins in complete ignorance of the duties of his task. A great service is also rendered individuals and publications by the schools in "shifting" candidates and in dissuading unqualified persons from seeking to enter the profession.

Other factors do much to discredit the value of preparatory training for journalism in college days. It is extraordinarily difficult to make graduates realize

that they are not finished products when they have completed their college training. No law school unaided can make a great trial lawyer; young medics must become internes in hospitals and practice their profession for some years before they become great physicians and surgeons. Any youngster who passes out of a school with the idea that he has had anything more than a preliminary, introductory training for the profession of journalism is due for some rude awakenings.

But many desk men are not without their responsibilities. Despite their frequent protestations concerning the value and practicality of education for journalism, they persist in treating recent graduates, when they do employ one, as if he were an experienced newspaperman. When the neophyte inevitably falls down on some tough assignment, they exclaim: "There, I told you so; these schools of journalism are the bunk." Practicing journalists are also blameworthy in their failure to distinguish between good, bad and indifferent schools. Many a boy or girl who has had only some course about journalism or journalistic writing in some collegiate department of English lands a job on his unsupported assertion that he is "from a school of journalism." All such

schools are loaded with the blame when the editor gets burned.

WITH reference to the common assertion of certain prominent editors that a prospective journalist would do better to concentrate on a straight "arts" course, it is well to bear in mind that three-fourths of the college work of journalism students, on the average, is in non-journalistic subjects and that most of them receive a regular B.A. degree. Many of the so-called professional courses, such as the history of journalism, the writing of special feature articles, etc., are quite as academic as the history of economic thought or Freshman composition. It is probable also that the vocational motivation of the professional student produces, in general, better work on all subjects than is done by ordinary students in arts and

(Continued on page 16)

Viewed From Afar

Schools and Departments of Journalism have been the recipients of considerable praise and criticism in the last few months. Numerous articles have appeared in various periodicals regarding the subject. Among them the editors of *The Quill* found the comprehensive article by Prof. Nash which appears, somewhat condensed, in this issue. The article appeared originally in *China Tomorrow*, published in far-off Peiping.

The writer, a graduate of the University of Missouri, is assistant professor and chairman of the Department of Journalism at Yenching University at Peiping. The development of the Department of Journalism at Yenching was made possible by funds provided by a group of outstanding editors and publishers of the United States. The total raised, \$50,000 will be expended over a period of five years.

Something for Nothing

"There Is Something to This Free Circulation Business," Says the Writer of This Article

By GEORGE A. BRANDENBURG

TO the north of Chicago stands Evanston, one of America's richest cities. In this community of nearly 70,000 persons is an outstanding example of modern suburban journalism conducted on the free distribution plan. This weekly paper, the *Evanston Review*, makes the most skeptical of observers shake their heads and admit, "There is something to this free-circulation business, after all."

"The toughest problem that any publication has to face is that of getting and maintaining circulation," asserted Edward R. Ladd, manager of the *Review*, when asked to tell the story of his paper's inception and growth. In answer to the argument that people read and value more highly that which they pay for, than that which is given to them free, Mr. Ladd simply replied: "It's the bunk."

"If you put out an attractive paper, one that fulfills the requirements of reader-interest, and have a fairly large quality circulation, both the reader and the advertiser are going to be satisfied and the old bugaboo about 'something free is never as good as that which you pay for' will not enter into the picture at all," declared Mr. Ladd.

In order to understand better the newspaper field in Evanston, it should be remembered that the wealthy North Shore suburb is only 16 miles from Chicago's Loop district, with its six metropolitan papers. Evanston's one daily paper found it difficult to compete with the Chicago press. There was a need for a medium in which Evanston merchants could reach more of the potential liberal buyers of the community. It was a need that the local afternoon paper could not satisfactorily meet, due to the close proximity of Evanston to Chicago.

Both Mr. Ladd, the manager, and Walter S. Lovelace, editor of the *Review*, are veteran Evanston newspaper men. They were alert to the peculiar situation in Evanston five years ago and took advantage of the situation when local merchants became dissatisfied with the daily paper as an advertising medium. They introduced the free-circulating weekly news magazine, and, after pioneering in a field that has been open to the keenest kind of competition, they have a paper that is both worthwhile and profitable.

"Our paper is not trying to compete with the big city daily," remarked Mr. Ladd in telling of the *Review's* growth. "We are primarily interested in printing local news and in stimulating local business by means of advertising. By so doing, our paper oc-

cupies a place in the community that the city daily, no matter how important and influential, can not hope to fill."

Regardless of the high-minded and courageous ideals that an editor may possess, he must always keep in mind that it is necessary that the paper pay its bills. Mr. Ladd even goes as far as to state: "Any general publication which is not subsidized by funds from some organization, sect, or group of professionally-trained persons is primarily an advertising medium, and must be treated as such at all times."

"It is the duty of the publisher of a suburban weekly to convince the residents of that community to shop at home," explained Mr. Ladd. "The temptation to go to the city and patronize the big department stores is before every housewife. The suburban weekly must appeal to her sense of loyalty and confidence in the home town merchant."

The *Evanston Review* is delivered every Thursday by a special distributing agency, which has trained men as carriers to place the periodical in every home and apartment in Evanston, with the exception of the Negro district and a few dwellings on the outskirts of the city. The delivery men go up the back stairs in the apartment buildings and put the magazine in the back-door entrances to the apartments. More than 800 copies are placed in the rooms and on the reading tables in the Evanston hotels. In all, 17,000 papers are distributed every week.

POSSESSING a format of 10 inches by 13 inches, the *Review* is printed on high-grade glossy paper. The magazine averages 80 pages each issue. The printing of the publication is done at a publishing company in the neighboring town of Wilmette. With the mechanical work done by contract, the publishers of the *Review* are relieved of the added responsibilities of entering into the printing business.

"This is one of the best features about our firm," remarked Mr. Ladd. "We are not under additional financial liabilities incurred by maintaining an expensive printing plant."

The editorial and business personnel of the *Review* includes 12 persons in all. Three are employed in the advertising departments; three others are full-time employees in the editorial department, assisted by two part-time reporters. The remaining four persons handle the clerical work.

"The life of the average daily newspaper is short,"

said Mr. Ladd, "and often the advertiser does not get value received for money spent on ads in a daily paper. Our paper, because of its attractive style and form, is often left on the library table all week, thus giving the advertiser the benefit of a medium which will be read several times during the week. The daily paper is usually thrown out the next day."

In answer to the needs of business houses that desire to advertise more than once a week, the publishers of the *Review* put out the *Evanston Shopper's Review*, a tabloid newspaper devoted largely to ads. This paper is published every Monday, and is distributed to the same homes that received the weekly news magazine on Thursday. It is the contention of the *Review* management, however, that not more than 12 stores, perhaps, in Evanston need to advertise more than once a week.

CONTRARY to popular opinion that the advertisers dominate over the publisher and dictate the policies of a free-circulating paper, Mr. Ladd emphatically declares that there is not a bit more of this sort of practice than with a paid-circulation newspaper. It is generally known, he points out, that a paper favors its large and influential advertisers, either by omitting certain embarrassing news stories, or giving local firms favorable publicity now and then, when the occasion demands. The *Review* is like any other paper in this respect. The weekly has, however, its own editorial policy and adheres to it whenever it is practical to do so. It wields an important influence in Evanston politics and takes

sides on local issues whenever the publishers deem it wise to do so.

The news columns of the *Review* contain numerous stories and pictures of Evanstonians. Special attention is paid to church, school, and club news. Regular newspaper style is adhered to, in general, except that the paper follows a policy of "boiling down" rather than "blowing up" local news items.

And the *Review* grows with the community in which it is distributed. When the weekly started in 1925, it had a circulation of 12,000. Today it has expanded to over 17,000.



On the Way!

The November issue of The Quill will be crammed with an array of articles, departments and other features that should not be missed. Following is the line-up:

A Note on Newspaper English

Nelson Antrim Crawford, editor of *The Household Magazine*, in an interesting and thoughtful article on the language of the daily press.

Imagine My Embarrassment!

Talk about coals of fire! George A. Brandenburg reveals his feelings when he called the Fire Department to his office by mistake.

Mistakes Will Happen

And it is the top-notch writers who are very apt to make them, observes Franklin M. Reck, assistant managing editor of *The American Boy*, in this article. He cites some of the "boners."

When the Ghost Stops Walking

If you ever have wondered what happens in a newspaper office when it is suddenly announced that the paper has been sold, read this article by John G. Green, former managing editor of the *Canton Daily News*.

Thoughts of a Country Editor

Ramble for a few moments in the small city newspaper field with R. W. Crockett, Jr., editor, publisher and manager of a Utah paper.

Profit in the "Pulpies"

Pulp-paper magazines have much to offer the writer who is trying to scale the wordy heights, says Ralph Daigh, associate editor of *Triple-X Western* and *Battle Stories* magazines, in this article.

MEMBERS of Sigma Delta Chi holding university professorships figured prominently in the selection of winning newspapers in the 1930 contest conducted by the National Editorial Association, a recent announcement of results reveals. Nine members served as judges, six of whom headed the six committees appointed to place the different awards.

Committee chairmen were Victor R. Portmann (Wisconsin '26), University of Kentucky; William A. Sumner (Kansas State '14) and Chilton R. Bush (Wisconsin '25), University of Wisconsin; Maynard W. Brown (Wisconsin '23), Marquette University; Fred J. Lazell (Iowa State Associate), University of Iowa; and Charles L. Allen (North Dakota '24), University of Illinois. Other member-judges were Lawrence W. Murphy (Wisconsin '21), former *QUILL* editor and second vice-president of Sigma Delta Chi, University of Illinois; Bruce R. McCoy (Wisconsin '22) field manager, Wisconsin Press Association; and Thomas Barnhart (Washington '30), Washington Press Association.

THE QUILL

A Magazine for Writers, Editors and Publishers

THE QUILL is published monthly by Sigma Delta Chi, professional journalistic fraternity. It is devoted exclusively to the interests of journalists engaged in professional work and of young men studying journalism in American and Canadian colleges and universities. It is the official publication of Sigma Delta Chi, which was founded at De Pauw University, April 17, 1909.

Publications quoting any of the articles in this magazine, please credit "The Quill of Sigma Delta Chi."

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A. W. Bates, Executive Secretary

OCTOBER, 1930

Killing the Goose

QUITE timely and significant is the article on puffery that appears in this issue of THE QUILL. The writer directs his barbs at special sections but his shafts might well have been turned toward the automobile, radio and like sections of many newspapers today.

One by one the automobile sections of Sunday papers throughout the United States have been dwindling from individual sections to single pages included in other sections. The decrease in advertising volume, the recent postal rule enforcing the law that publicity matter must be marked as advertising and the turning of automobile advertisers from the Sunday to daily editions have been offered as explanations of the decline.

No doubt all of these have had their influence. But is it not logical to believe that the manufacturers simply did not feel that they were getting their money's worth from the expenditure involved in the Sunday section?

If the sections were not bringing results where did the blame lie? With the manufacturer? With the editor?

Consider the automobile sections of most newspapers as they were a year ago. Crammed with columns of puffery, with photographs of movie stars posing languidly at the side of their new "Dashaway Eights." Reams of this and that about various

makes and models of cars but little of genuine interest or value to the motorist.

Some automobile section editors saw the light and were upheld by their ranking editors. They banned the puffs of the manufacturers. They began publishing news of interest to the motorist. They outlined tours, printed stories of points of interest far and near that could be reached by automobile. They printed information about highway paving, what various states were doing in the way of making highways safer with markers and lights. They printed service hints, told of new inventions in the automotive field. In other words they made news sections of their auto sections.

But not enough of them had that vision. Perhaps that is why the sections declined so rapidly once the decline began. Maybe wise editing, the exclusion of the puffery of old, will enable the automobile section to come back as a valuable section for the newspaper and automobile manufacturer and dealer alike. Maybe it is too late.

Pastures Green

SOMEHOW, the other fellow's job often seems more attractive than the job at hand. For example, there's a capable young newspaper man down in Ohio who has had nearly eight years of splendid training in the small city daily field as news editor of one paper and managing editor of another. He has made good and there is no doubt of it. Yet he wants to get away from the field in which he has established himself and join the staff of a metropolitan paper.

On the other hand, there is a chap of about his age on a metropolitan paper who wants to get as far away from metropolitan newspaper work as possible. He wants to get some place where there is a possibility that he may have part ownership, at least, of a small city paper. He has won a place for himself in the city but dislikes the turmoil, the large organization, the feeling that he is but a cog in a news mill.

Maybe these men are misplaced. Maybe it is true that they do not know when they are well off. Maybe they are blind to the opportunities at hand. There is a difference between dissatisfaction and unhappiness. Dissatisfaction with things as they are leads often to a better state of affairs. Unhappiness but enlarges upon itself.

The 1930 census proves that the average age of people in the United States is becoming greater. Curtailed births, longer life, are making us a nation of adults. What effect will this trend have on newspapers? Reduce the size of the comic sections? Probably not, unless our average wisdom increases with our average age.

After Deadline

SURE and it's a balanced diet that the editors of **THE QUILL** have endeavored to set before the magazine's readers this month. It is our endeavor every month but it is not always possible to include a little of this, a little of that. You will find an article on journalistic education and training; another on a successful free-circulation community weekly; some pertinent observations on promotion; a 21-gun broadside against the evils that beset special sections; some experiences of a free lance writer and another of the "I Wouldn't Do It Again" series. How does the bill of fare strike you? What type of article interests you most?

* * *

MAGAZINE editors have been realizing in the last few months that writers, editors and newspaper men make good copy. Some articles of particular interest to those who tread the inky way have resulted.

One of the most significant was contained in the September *Scribner's*. Frank R. Kent, whose by-line is well known to newspaper men, in an article entitled "Charley Michelson," tells how Michelson, former chief of the New York *World's* Washington Bureau, has been firing away at the Republican administration in his capacity as head of the Democratic press bureau in Washington. He also relates how the success of Michelson's sharpshooting has caused the G. O. P. forces to set a rival bureau to full-time production under the direction of James L. West, for years an *Associated Press* reporter in the Senate. By all means read it.

In *Plain Talk* each month has been appearing an article on some outstanding reporter. The August issue has an article "Jim Mulroy's Nose for News" by John B. Stone. Mulroy, of the Chicago *Daily News* staff, worked on the Leopold-Loeb case and other outstanding stories. The September issue of the same magazine has "They All Talk to Rogers," by Richard Owen Boyer. It has to do with the achievements of John Rogers, of the St. Louis *Post-Dispatch*, Pulitzer prize winner in 1926 for the best example of outstanding reporting. And achievements they are. If **QUILL** readers do not find both these articles crammed with interest we miss our guess by many a square yard.

Among the most interesting articles of, by or about newspaper men we have read recently were the experiences of Andrew A. Freeman, formerly editor of the Bangkok *Daily Mail*, as set forth by Mr. Freeman

in the August and September issues of *Asia*. His articles were confined to his Bangkok adventure. Would that he told more of them. He worked in New York, Baltimore and Chicago before starting on a world tour that took him to Japan, China, Manila and Singapore before reaching Siam.

The magazine *Outlook and Independent* also has been printing "write-ups" of newspaper men although we must confess we did not feel that either of the articles we read recently did justice to their subjects. The September issue contained "O! O! McIntyre" and the October issue an article about Eddie Guest.

Zoe Beckley, who has gone almost everywhere and seen most everyone, so it seems, related in the July, August and September issues of the *Woman's Home Companion* her adventures in interviewing internationally known figures. It was a rattling good series. What a store of memories she has!

Of course you probably read Nunnally Johnson's "How to Treat Reporters" in the August 2 issue of *The Saturday Evening Post* and Kent Cooper's "Whence the News" in the August 16 issue of the same magazine. Nunnally pulled the legs of reporters somewhat but it seemed all in fun.

But here we go giving away a lot of publicity to other magazines when we should be telling you more about **THE QUILL**. Enough.

* * *

ARE you interested enough in your profession to buy books relating to it? The acting editor gets considerable pleasure out of adding to his "library of journalism." Small though it is at present, it contains among others: Sir Philip Gibbs' "Adventures in Journalism"; "The James Gordon Bennetts," by Don C. Seitz, and the same author's "Horace Greeley"; George Henry Payne's and Frederic Hudson's histories of journalism; Prof. Willard G. Bleyer's "How to Write Special Feature Articles"; Edward Mott Woolley's "Free Lancing for Forty Magazines"; William B. McCourtie's "Where and How to Sell Manuscripts"; George C. Bastian's "Editing the Day's News"; The Country Newspaper and Its Operation," by James Clifford Safley, and a number of others to say nothing of an atlas, thesaurus and a large dictionary.

Some of the volumes are textbooks kept from college days, others are gifts, still others were found by rummaging around old bookstores, some of the best were picked up at reduced prices at publishers' remainder sales and some by purchase at the original prices. It is an interesting hobby, if nothing more, and the acting ed. has found it practical as well.—R. L. P.

Education for Journalism

(Continued from page 11)

letters who have not as yet made any decisions concerning their future life-work.

One can perceive three broad classifications of courses within the professional curriculum. The first group comprises a study of journalism as an institution, a theoretical survey of the periodical press, courses about journalism. As typical of such courses, one may name "The Ethics of Journalism," "The Law and the Press," "Journalism as a Profession," and so on. The second category embraces courses in journalism in which practice in writing and editing news, editorials, feature stories, etc., is combined with theoretical studies. The third group is made up of laboratory work in which the gathering, writing and editing of news for a real publication under the critical supervision of experienced instructors is carried on. Such laboratory work is done upon student publications, or by arrangement upon regular city newspapers as at Wisconsin, or in one case (Missouri) upon a regular community newspaper owned and operated on a strictly commercial basis by the school itself.

Since the working for one's livelihood provides a greater incentive than striving for credits toward graduation, this laboratory work would not compare in value with the work done under a regular editor if the desk man had the time, capacity and inclination for a pedagogical supervision of the workers under him which would advance their training. I do not mean to say, of course, that city editors do nothing of this kind, but in my experience are memories of quite lurid and explicit statements of how poorly I had done an assignment but precious few explanations of why I had made the mistake. For a closely related reason, I have grown weary of the sneers about the abilities of teachers in professional schools to practice their professions and complaints about the lack of wide and conspicuously successful experience in newspaper work by teachers of journalism. Leaving aside the fact that colleges and universities do not offer sufficient salary to attract the leaders in any profession, it seems to me that it ought to be obvious that skill in teaching is not inherent in nor does it depend upon the capacities necessary for success in practice.

THE fact that Professor Ripley, of Harvard, is not a great figure in Wall Street does not prevent him from knowing a great deal more about its character and operations than 99 per cent of those who spend their lives working in or directing great financial institutions.

A significant service of journalism teachers to their students is advice and guidance in the selections of

their so-called "background" studies, meaning their courses in economics, political science, sociology, languages, psychology, etc. There seems to be a growing conviction that it is even more important that a writing journalist shall know what to say than what to do in every case that arises. In this matter, schools of journalism are now almost entirely dependent upon the quality of the work done in the other divisions of the universities of which they are a part.

Dean E. W. Allen, of Oregon, has pointed out that a prospective journalist must enter introductory courses in each field which are designed almost entirely for students intending to specialize in that phase of knowledge and later must take advanced courses which are given with the presupposition that the students in the class are embryonic specialists. To meet this situation, the school of journalism at the University of Oregon itself offers a course in which an effort is made to help the prospective newspaperman to integrate all his knowledge, to see life as a whole, and to make application of his "learning" to typical current problems in journalism.

Most university curriculums have been compartmentalized and specialized to the point of absurdity. Some envisage the time when a few leading schools of journalism, at least, will handle all the higher education of their students as the Pulitzer School of Columbia University now gives all the work done by its students in their junior and senior years.

ANOTHER advantage which the student has over the beginning worker is that the curriculum is designed to give him an acquaintance not only with all phases of the work of a publication but also with the wide field of journalism. Only the exceptional individual will make such a study while pressed by the duties of a particular job, and most persons would lack the facilities for such a study even if inclined to make it. This study of the press as an institution or as an organism is highly important because the chief work of leading journalists today is not writing, but directing.

They are organizers, entrepreneurs, who employ writers. Virtually all students will begin as literary workers, of course, but it is of great value for those who will rise to positions as editors and publishers that they begin early to study journalism as a whole. This is a vital point in China where a much larger proportion of students will be running papers of their own soon after graduation.

It is for a like reason that schools in the American Middle West place more emphasis upon a study of management and direction than do schools on the Atlantic seaboard.

The present head of the work in Yenching believes

that he speaks for all the authorities of his university in saying that our aim is solely that we may aid China in the development of a high-minded, public-spirited, and responsible press through encouraging and stimulating a larger number of men and women with a good education and fine ideals to enter the profession. We believe that such decisions are facilitated by giving students as thorough preliminary training for journalism as it is possible for them to obtain. We work of course with the earnest hope and expectation that most of our students will have among their dominant guiding principles the promotion of the public welfare and the establishment of international goodwill as they carve out their careers in this potentially most powerful of all the professions.

Some Scoops Are Luxuries

(Continued from page 7)

with custom, was a director in more than one company. We exchanged glances of what I believed to be mutual esteem and, I sometimes think through his intervention, I was informed by some underling I could read the report provided I did not take it out of the office.

The search for the Holy Grail, so to speak, led to another office. By that time it was the luncheon hour and only a girl typist was there to watch the precious object. I read it, asked for the use of a typewriter to copy it, and then to my surprise, and perhaps because she was hungry, she suggested I take it with me. This was a shock, but I recovered. In some trepidation, I thanked her, said if there was any question raised to pin it on to me, and lost no time in embalming it in our files.

MY immediate chief followed the standard newspaper practice of withholding comment on a reporter's work except when he made mistakes. Hence, the beat went over without remark until about a week later the Sidewheel Steamship Line complained of my treatment of them to my newspaper. It appeared they were indignant about the entire affair, and, as they were advertisers, their representations received consideration. I was hailed before an executive—who, by the way, is now no longer an executive—and asked for an explanation.

In the past, I had made the mistake of rewriting copy that my immediate superior had thought was already suitable for publication; so there was no support from that quarter. The best I could do was to make a clean breast of it and admit I had put over a beat. "We can't antagonize the financial district," replied the executive editor.

The upshot was that I received a cut in pay and was transferred from the austerity of the financial department to the crudeness of the city room. I made out pretty well there because the city editor had no prejudice against printing news first. Also, the crowd was congenial, especially on pay nights. However, I did not remain there long, as I was soon weak enough to accept a \$10 raise from another organization.

Result: I won't put over a beat again—at least, not under similar circumstances. It's too much of a luxury.

In Defense of Promotion

(Continued from page 4)

toy around with newspaper promotion; see what it means to try to please a patchwork army of readers with the best in news and features; learn for yourself how fascinating is the work of trying to market your circulation to space buyers; and then you'll know, too, that the work of newspaper promotion needs no defending.

With Our Contributors

George A. Brandenburg, who contributes "Something for Nothing" in this issue of THE QUILL is a graduate of Northwestern University. At present he is associated with the publications department of the Hawthorne Works of the Western Electric Company. Forrest Allen, who wrote "Puff! Puffers! Puffery!" hails from the University of Wisconsin, the Daily Cardinal and the University of Wisconsin Press Bureau. The other contributors—Vernon Nash, Robert E. Segal, Victor Green and L. B. N. Gnaedinger—are the subjects of editorial boxed comment.

Takes New Post

Paul Miller (Oklahoma '30) has been named assistant director of the department of information and service at Oklahoma Agricultural and Mechanical College, where he spent his first two college years. After graduation from high school, Miller was reporter and desk man on the Pawhuska (Okla.) *Daily Journal-Capital* and the Guthrie (Okla.) *Daily Leader*. At A. and M. he worked on student publications, leaving to spend 15 months as editor of Okemah *Weekly Ledger* and the Okemah *Daily Leader*. At Oklahoma he was university staff correspondent for the Oklahoma City *Times* and feature writer for the *Daily Oklahoman*, meanwhile completing "A History of the Press Association Field Manager Movement in the United States," which is soon to be published.



WITH SIGMA DELTA CHI AFIELD



VAN H. FRIS, son of H. H. Fris, publisher of the Albany (N. Y.) *Times-Union*, was graduated from the University of Pittsburgh in June. Fris majored in journalism at Pittsburgh and was secretary of the Sigma Delta Chi chapter in the past year. He plans to enter Harvard for a two-year post-graduate course in business administration.

RALPH AMMON (M. S. Wisconsin '24) for many years editor of the farm section of the *Wisconsin State Journal* at Madison, recently accepted a position with the State Department of Agriculture and Markets as Chief of Fairs, Publicity, and State Developments. He has complete charge of the Wisconsin State Fair, one of the leading state expositions held in the United States.

DON ANDERSON (Wisconsin '25) is managing editor of the *Wisconsin State Journal*, Madison.

E. R. MCINTYRE (Wisconsin) is associate editor of the *Wisconsin Farmer and Agriculturist*. He was formerly with the *Wisconsin Farmer*, which merged with the *Wisconsin Agriculturist* to make one of the largest agricultural publications in the world.

RALPH D. TIMMONS (Wisconsin '26) is still doing the makeup work and a good share of the selling for the Cantwell Printing Company at Madison.

HAROLD A. GILL (Wisconsin '21) is doing special and general reporting for the *Wisconsin State Journal*.

WALTER H. EBLING (Wisconsin '22) is in charge of a co-operative division of the United States Department of Agriculture and the State Department of Agriculture and Markets, which collects agricultural statistics.

H. H. BROCKHAUSEN (Wisconsin '23) is president and owner of the Brock Engraving Company, the largest engraving company in Wisconsin outside of Milwaukee.

HAROLD E. McCLELLAND (Wisconsin '29) is editor of the motor section of the *Wisconsin State Journal*.

WALTER A. FRAUTSCHI (Wisconsin '24) is second in charge of the Democrat Printing Company.

WARREN J. AYRES (Nebraska '30) is in the employ of the Bureau of Publicity, Omaha (Neb.) Chamber of Commerce.

EWALD L. ALMEN (Wisconsin '27) is correspondent of the Madison bureau of the Associated Press, where he is assisted by Stanley Kalish (Wisconsin '27).

CARL WEHRWEIN (B.S. Wisconsin '15, M.S. '28) is teaching in the College of Agriculture at the University of Wisconsin.

LOUIS W. BRIDGEMAN (Wisconsin '06) charter member of the Madison chapter of Sigma Delta Chi, on July 1 left a position as publicity editor for the State Board of Health, which he had held for many years, to become editor of the University of Wisconsin Extension Division. "Louie" was with the State Board of Health for 14 years; prior to that time he was with the Associated Press and the *Wisconsin State Journal*.

DEWEY D. DUNN (Wisconsin '22) is managing editor of the *Wisconsin State Journal*.

A. M. BRAYTON (Wisconsin associate) is publisher of the *Wisconsin State Journal*, and author of the column, "The Rambler," which appears every Sunday.

ROY MATSON (Wisconsin '29) is special columnist on the *Wisconsin State Journal*, Madison, and is also Wisconsin correspondent of the *United States Daily*.

DUANE H. KIPP (Wisconsin '27) is superintendent of education and publications for the Wisconsin Conservation Commission with offices in the state capitol building, Madison.

WILLARD R. SMITH (Grinnell '21) is head of the Wisconsin division of the United Press. His office is in the Wisconsin State Journal building at Madison.

WALTER MONFRIED (Wisconsin '26) is on the copy desk of the *Milwaukee Journal*.

LLOYD GLADFELTER (Wisconsin '25) is on the City Hall run of the *Milwaukee Journal*.

ANTON RANDOLPH (Wisconsin '29) is Waukesha correspondent for the *Milwaukee Journal*.

LAWRENCE C. EKLUND (Wisconsin '27) is court reporter for the *Milwaukee Journal*.

ROBERT C. LEWIN (Wisconsin '26) covers courts for the *Milwaukee Journal*.

WARREN PRICE (Wisconsin '29) is on general assignment work for the *Milwaukee Journal*.

WILBUR DOEBLIN (Illinois '28) is state editor for the *Milwaukee Sentinel*.

VERNON G. CARRIER (Wisconsin '27) is in New York City editing house organs for the Standard Oil Company, of New Jersey.

P. WHEELER JOHNSON (Wisconsin '27) is on the desk of the *Washington Post*, and running a correspondence service for several papers in Georgia, his home state.

HERBERT C. POWELL (Wisconsin '27) is doing editorial work on the staff of *Aviation*, New York City.

JOHN V. LUND (Washington) editor of the *Camas (Wash.) Post*, has succeeded to the presidency of the Camas Chamber of Commerce after serving a term as vice-president.

J. M. KENDRICK, executive assistant to Kent Cooper, general manager of the Associated Press, was made an associate member of the University of Indiana Chapter at its annual Gridiron Banquet this spring. Kendrick is a graduate of Emory University, Atlanta, Georgia, and has been active in newspaper work for the last 15 years. Before he became connected with the Associated Press, eight years ago, he worked on the *Atlanta Constitution* and other Georgia papers. He served as day and night editor of the southern division headquarters of the A. P. at Atlanta, became the first divisional feature editor of the Atlanta division, and later took charge of promotional and business affairs of the feature service. He was general feature editor of the A. P. when Cooper was named general manager and promoted him to his present position.

DONALD J. STERLING (Oregon Associate), managing editor of the *Oregon Journal*, Portland afternoon newspaper, is serving as chairman of the publicity committee in the "On-to-Oregon" movement designed to net a \$250,000 fund for nationally advertising the state. The fund had been nearly half subscribed by August 1, it is reported.

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RICHARD D. LEAHY (Ohio State '30) is associated with the editorial staff of Popular Magazines, Inc., Robbinsdale, Minn.

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MARION O. CHENOWETH (Ohio State '30) is assistant manager of the northern Ohio bureau, International News Service, Cleveland, Ohio.

* * *

SETH W. MATTINGLY (Ohio State '30) is Sunday editor of the Fairmont (W. Va.) *Times*.

* * *

LESTER J. BIEDERMAN (Ohio State '30) is a sports writer with the *Pittsburgh Press*.

* * *

MILES A. SMITH (Ohio State '30) is a member of the editorial staff of *Steel*, formerly *Iron Trade Review*, published by the Penton Publishing Company, Cleveland, Ohio.

* * *

OTIS L. WIESE (Wisconsin '26) former president of the chapter, is now editor-in-chief of *McCall's Magazine*, New York City.

* * *

KENNETH E. OLSON (Wisconsin '23) for several years assistant professor of journalism at the University of Wisconsin, is going next year to the University of Minnesota to be professor of journalism there. At Minnesota he will be associated with Ralph D. Casey (Ph.D. Wisconsin '28).

* * *

HARRISON SALISBURY (Minnesota '30) is with the United Press at St. Paul, Minn.

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